

ABSTRACT

The growing development of the internet in Indonesia has also developed various types of activities online. One of them is e-commerce, Shopee. Judging from the review, the Shopee application has quite a lot of reviews compared to other e-commerce. Which shows that customer satisfaction with Shopee is high. This study aims to determine the effect of each dimension of electronic service quality, namely, efficient and reliable services, fulfillment, security / trust, site aesthetics, responsiveness / contact, and ease of use on Shopee customer satisfaction in Surabaya.

The object of this research is the Shopee application community in Surabaya and the sample is 385 respondents. This study uses a structural equation modeling method with Lisrel software. The results of this study indicate the dimensions of efficient and reliable services, fulfillment, security / trust, site aesthetics, and ease of use have an influence on customer satisfaction, while responsiveness / contact has no influence on customer satisfaction. The dimensions that have the most dominant influence are security / trust, but have not received the highest rating from customer responses.

Keywords: *electronic service quality, e-service quality, customer satisfaction, Shopee.*